



# Wisconsin Ethics Commission Ethics.Wi.Gov

## RESPONSIVE DESIGN

Site visitors receive an interface tailored to the type of device they're using.

## GOOGLE SEARCH API

Ethics.wi.gov leverages the power of Google to deliver search results from across agency pages and hosted documents.

## REORGANIZED NAVIGATION

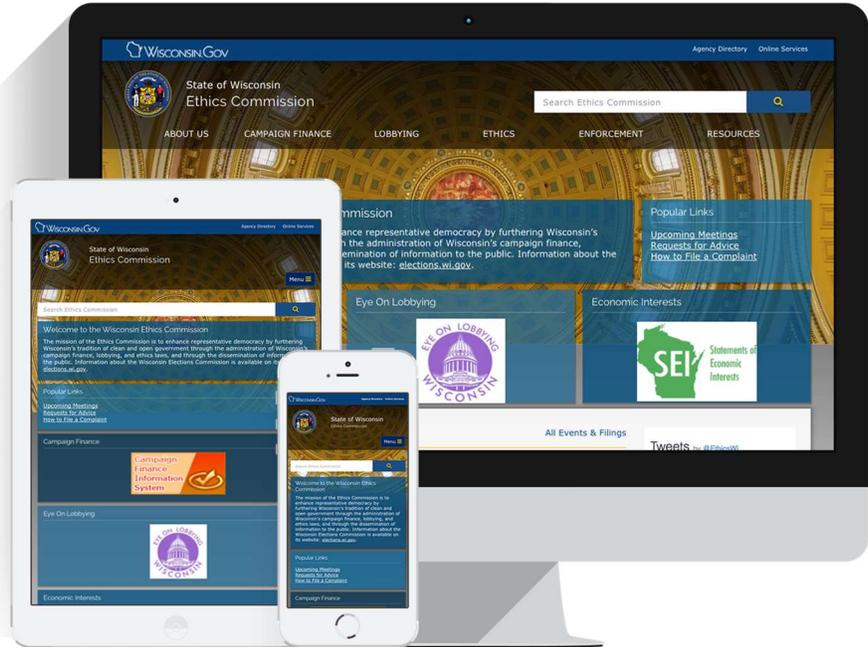
Site visitors can leverage consistent global navigation to quickly access the content they're looking for.

## FILTERED LISTS

An interactive tool allows visitors to filter a list of resources to their specific needs.

## 24/7/365 SITE SUPPORT

Technical support is available via phone and email.



The public face of the Wisconsin Ethics Commission, Ethics.wi.gov is being launched with a new visual design and architecture to better serve citizens of the state. The new site pays homage to the state's history with Frank Lloyd Wright-inspired typography and motifs.

Navigation has been reorganized based on site analytics, user analysis and best practices from multiple other state websites. The content has been streamlined to make site visits pleasant and more importantly, productive.

The site leverages the security and stability of Microsoft's SharePoint 2013 content management platform to store and deliver content. Also, commission staff can manage and update content without requiring technical web developer resources.

The new site was built at no cost to citizens, leveraging a design template cohesive with the state portal, Wisconsin.Gov.

- ✓ **Targeted:** The site is organized around topics for better service to citizens, state government, and Ethics Commission partners.
- ✓ **Flexible:** The new site delivers a responsive, mobile-first design that accommodates visitors to the site, regardless of the device they're using.
- ✓ **Efficient:** Ethics.wi.gov makes the commission's content and services easier to locate.
- ✓ **Accessible:** The new Ethics Commission design is Section 508 Compliant to facilitate use by individuals with disabilities.
- ✓ **Economical:** Due to the self-funded model, the redesign is at no cost to the state, Ethics Commission, or citizens.